



Learning from the Secret behind Our Failure to Predict Feelings

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Predicting feelings

THE SECRET BEHIND OUR FAILURE



Impact bias

#1 ERROR

The tendency to overestimate the length or the intensity of future feelings states.



Memory of the experience

Accurate and correct



Focalism

Immune neglect

Fail to learn from the experience

WHY



Misremembering the experience



Misremembering the initial forecast



A persistence in forecasting errors

People who have never been to New York City would predict their first visit to Manhattan as one of the happiest experience of their lives. However after the trip, the tourists who overestimated the enjoyment of visiting Manhattan would report their experience feeling as consistent as what they predicted.



"People recall a past experience as more consistent with their original prediction than it had actually been."

PREDICTION
X
X

EXPERIENCE
Y
Y

RECALL OF P
Y
X

NEXT PREDICTION
X
Y

People compare the prediction with the experience and learn only if their recalled forecast is difference than what they experienced

BRAND



HERMÈS
PARIS

01

A strong and affective branding of the product with catching promise.

02

Make the purchase an unforgettable experience by emphasizing the uniqueness and exclusivity.

03

A post purchase service to strengthen the customer - brand relationship and recall the satisfaction vs expectation